

Message Text

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PAGE 01 STATE 271910
ORIGIN COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 R

DRAFTED BY COM:BIC:OIM:MRD:WHAGE
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COM/OIM/MRD/NSBASSETT
COM/OIM/PROGDEV/ALEONARD
EB/OCA/CD/ESACCHET

-----113248 130242Z /70

R 122102Z NOV 77
FM SECSTATE WASHDC
TO AMEMBASSY SEOUL
INFO AMEMBASSY TOKYO

UNCLAS STATE 271910

E.O. 11652: N/A

TAGS:BBSR, KS, JA

SUBJECT:MARKET RESEARCH - BID REQUEST INSTRUCTION:
COMPREHENSIVE SECTORAL MARKETING SURVEY OF THE REPUBLIC
OF KOREA

REF: (A) USDOC 19756; (B) SEOUL 3198, APRIL, 76;
(C) STATE 243393; (D) USDOC 20582; AND (E) SEOUL 9172

1. REFTELS A THROUGH E CHART USDOC - POST'S PRELIMINARY
EXCHANGES WITH RESPECT TO PROPOSED COMPREHENSIVE SECTORAL
MARKETING SURVEY OF KOREA. THE PURPOSE OF THIS TELEGRAM
IS TO REQUEST FURTHER ASSISTANCE FROM AMEMBASSY SEOUL AND
AMEMBASSY TOKYO IN SOLICITING AND PROCESSING FORMAL BIDS
FROM MARKET RESEARCH CONTRACTORS TO CONDUCT THIS SURVEY.

2. TEN COPIES EACH OF THE "KOREA MARKET SURVEY CONTRACT
SPEUFOCASIONS" AND "INVITATIONS TO BID" AND SEVERAL COPIES
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OF USDOC'S LATEST AVAILABLE COMPREHENSIVE SECTORAL MAR-
KETING SURVEY, THE INDONESIAN STUDY, WILL BE AIRMAILED
TO EACH OF THE ACTION ADDRESSEES ON OR BEFORE NOVEMBER
7, 1977. RATHER THAN ANNOUNCING THE BID REQUEST BROADLY,
THE POSTS ARE REQUESTED TO CONSIDER AND APPROACH ONLY
SELECT MARKET RESEARCH CONTRACTORS QUALIFIED ON THE BASIS
OF THEIR KNOWLEDGE, EXPERIENCE AND DEMONSTRATED RELI-

ABILITY IN PERFORMING SIMILAR TYPES OF RESEARCH OF THIS SCOPE, DETAIL AND COMPLEXITY. POSTS ARE REQUESTED TO MAKE THIS MATERIAL AVAILABLE TO MARKET RESEARCH CONTRACTORS WHO MAY SATISFY THE QUALIFICATIONS FOR THIS PROJECT, INCLUDING THOSE REQUIREMENTS STRESSED IN PARAGRAPHS 4.33.02 AND .03 OF THE SPECIFICATIONS.

3. POSTS ARE REQUESTED TO ADVISE PROSPECTIVE BIDDERS TO CAREFULLY CONSIDER THE STATEMENT OF USDOC OBJECTIVES AND REQUIREMENTS FOR THE NUMBER, TYPE AND QUALIFICATIONS OF RESEARCH PERSONNEL TO BE ASSIGNED TO SURVEY AS SET FORTH IN THE SPECIFICATIONS AND THEIR ABILITY TO PRODUCE FULLY COMPLETED, EDITED AND LUCID REPORTS READY FOR PUBLICATION SINCE THESE FACTORS AS WELL AS PRICE WILL BE THE PRIME CONSIDERATIONS IN EVALUATING THE BIDS.

4. USDOC EXPERIENCE TO DATE WITH OVERSEAS MARKET RESEARCH CONTRACTORS INDICATES THAT IT IS RARE FOR THEM TO EMPLOY A FULL TIME EDITORIAL STAFF WITH THE CAPABILITY TO PRODUCE A FINISHED REPORT DIRECTLY PUBLISHABLE UNDER THE USDOC NAME. TO DO SO REQUIRES CLOSE REVIEW OF ALL INFORMATION PRESENTED, SECTOR BY SECTOR AS WELL AS IN TOTAL. THIS IS NECESSARY TO PROVIDE CLARITY AND RELEVANCE AS WELL AS REMOVE ALL REDUNDANCIES AND INCONSISTENCIES. THIS IS A JOB FOR A SENIOR BUSINESS UNCLASSIFIED

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EDITOR WHICH MOST RESEARCH FIRMS DO NOT EMPLOY. THIS IS AN IMPORTANT REQUIREMENT OF THE CONTRACT SPECIFICATIONS AND FIRMS MAY HAVE TO EMPLOY TEMPORARILY SUCH PROJECT PERSONNEL TO BE CONSIDERED RESPONSIVE TO THE BID REQUEST. THE PROCESS OF CONTRACT SELECTION SHALL INCLUDE CLOSE EXAMINATION OF PERSONNEL QUALIFICATIONS IN GENERATING COMPREHENSIVE PUBLISHED REPORTS AS WELL AS THE SYSTEM OF CHECKS AND BALANCES TO BE USED BY THE CONTRACTOR TO ENSURE ACCEPTABLE REPORTS MEET SPECIFICATIONS.

5. IT IS BECAUSE OF THE ABSOLUTE NECESSITY OF OBTAINING A CONTRACTOR THAT HAS THIS CAPABILITY, THAT IT IS EXPECTED VERY FEW CONTRACTORS MAY ACTUALLY QUALIFY. THIS IS WHY POSTS ARE REQUESTED TO APPROACH ONLY THE SELECT MARKET RESEARCH CONTRACTORS WHO CAN MEET THESE REQUIREMENTS RATHER THAN BROADLY ANNOUNCING THIS BID OPPORTUNITY.

6. MARKET RESEARCH CONTRACTORS MUST SUBMIT THEIR DETAILED BID PROPOSALS IN DUPLICATE TO POST NOT LATER THAN DECEMBER 16, 1977.

7. USDOC REQUESTS POST AIRMAIL ONE COPY OF EACH BID PROPOSAL VIA APO, TO THE U.S. DEPARTMENT OF COMMERCE, OFFICE OF INTERNATIONAL MARKETING, JOSEPH WHELAN, ROOM 1204, WASHINGTON, D.C. 20230. UNDER NO CIRCUMSTANCES SHOULD BID PROPOSALS BE SENT BY POUCH.

8. SECOND COPY OF BID PROPOSAL SHOULD BE RETAINED BY POST FOR USE BY USDOC OFFICIAL, SCHEDULED TO ARRIVE AT POSTS DURING WEEK OF JANUARY 16, 1978, TO INTERVIEW PROSPECTIVE CONTRACTORS AND NEGOTIATE FINAL CONTRACT ALONG WITH POST CONTRACTING OFFICER.

9. POST IS ALSO REQUESTED TO CABLE BID SUMMARIES AND UNCLASSIFIED

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POST'S COMMENTS IMMEDIATELY UPON RECEIPT OF BIDS.

10. FOLLOWING NEGOTIATION AND AWARD OF CONTRACT, A USDOC REPRESENTATIVE WILL BRIEF CONTRACTOR AND MONITOR COMMENCEMENT OF PROJECT. FURTHER, AFTER A BRIEF DURATION A COMMERCE OFFICER WILL BE ASSIGNED AS "CONTRACTING OFFICER'S AUTHORIZED REPRESENTATIVE" FOR THE DURATION OF THE PROJECT; AND WILL TRAVEL TO KOREA TO ACT AS FIELD PROJECT MANAGER.

11. AS FAR AS POSSIBLE, CONTRACT SHOULD INCLUDE THE PROTECTIONS EQUIVALENT TO THOSE AFFORDED BY THE GENERAL PROVISIONS OF FORM FS 565, AS WELL AS PRECISE DATE OF INITIATION OF PROJECT STUDY AND A SCHEDULE FOR SUBMISSION OF MARKET PROFILE REPORTS AND OTHER PORTIONS OF THE SURVEY.

12. CONTRACT PAYMENT: TERMS OF PAYMENT WILL BE ONE-THIRD OF THE TOTAL CONTRACT PRICE TO BE PAID AFTER SATISFACTORY COMPLETION OF THE FIRST MARKET PROFILE REPORT AS DESCRIBED IN 4.41.01.D, OF THE SPECIFICATIONS. THE SECOND ONE-THIRD PAYMENT WILL BE MADE WHEN SEVEN OF THE REMAINING FOURTEEN MARKET PROFILES ARE COMPLETED AND ACCEPTED. THE FINAL ONE-THIRD PAYMENT WILL BE MADE AT CONTRACT COMPLETION, THAT IS WHEN ALL MARKET PROFILES AND THE OVERVIEW ARE ACCEPTED BY THE DEPARTMENT OF COMMERCE IN WASHINGTON.

13. POST IS ADVISED THAT THE MAXIMUM AMOUNT USDOC HAS BUDGETED FOR THE KOREA SURVEY IS 45,000 DOLLARS (FORTY FIVE THOUSAND DOLLARS) AND IT IS ANTICIPATED THE FINAL CONTRACT PRICE WILL BE BETWEEN THIRTY FIVE AND FORTY FIVE THOUSAND DOLLARS. POST IS HEREBY REQUESTED UNCLASSIFIED

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TO INFORM ALL BIDDERS OF THIS PRICE RANGE. VANCE

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Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Original Previous Classification: n/a
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Reference: 77 SEOUL 3198, 77 STATE 243393
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Review Media Identifier:
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 611055
Secure: OPEN
Status: NATIVE
Subject: MARKET RESEARCH - BID REQUEST INSTRUCTION: COMPREHENSIVE SECTORAL MARKETING SURVEY OF THE REPUBLIC OF KOREA
TAGS: BBSR, KS, JA
To: SEOUL
Type: TE
vdkgvkey: odb://SAS/SAS.dbo.SAS_Docs/f38c801b-c288-dd11-92da-001cc4696bcc
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